Global Press Script: Mercury Mining Animated Explainer

Use the following template to outline the script for an explainer video.

Length Guidelines

- 1 second: 2.5 words
- 60 seconds: 150 words
- 90 seconds: 225 words
- 120 seconds: 300 words

How Mercury Mining Works		
Animated Explainer		
Scene	**Voiceover/Words on Screen**	**Visual**
1	Zimbabwe is home to more than 500,000 unregistered artisanal miners. Many of them use mercury to mine gold without knowing it's a dangerous chemical that can lead to irreparable brain and kidney damage when inhaled or consumed.	Panning
2	They start by sifting gravel to separate any gold particles from the rocks and dirt.	Closeup of concentrate
3	Then, they pour a silvery bead of mercury into their hands before tossing it into the pan. Mercury clings to the gold flakes so miners can easily identify it.	Mercury being poured into hand and then added to the concentrate
4	Mercury is expensive, but these miners receive it for free from middlemen, in exchange for an agreement to buy the gold the mercury helps reveal.	Swirling
5	Once the mercury attaches to the gold, miners remove it from the pan and place it on hot charcoal to burn off the excess mercury.	Person picks up amalgam and puts it on charcoal, lights it
6	Unaware of the danger, miners inhale the mercury vapors that are released into the air.	Closeup of particles entering person's nose or mouth

7	With the gold bits removed, they throw the rest into the river, tainting the local water source where communities drink, bathe and fish.	Rinsing out pan
8	On most days, the miners end up with a small piece of gold worth, maybe, $10 U.S. dollars. The true cost of the practice is devastating to human health and the environment alike.	Gold
Insert final word count and video length		